



April 2012



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# Influential News

The National Influenza Vaccination Disparities Partnership is a national multi-sector campaign, spearheaded by local influential partners who commit to promote the importance of vaccination uptake among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## American Academy of Pediatrics Cocooning Meeting

On March 23, 2012, HMA had the opportunity to address stakeholders at a Cocooning Meeting hosted by the American Academy of Pediatrics in Chicago, Illinois. Medical, pharmaceutical, and advocacy groups heard from presenters on cocooning, a vaccination strategy to widen the band of protection, for pregnant and postpartum women. HMA shared its research behind the Hispanic Risk Communication Model developed for CDC, highlighting the importance of tailoring messages according to acculturation and health literacy levels. The presentation included NIVDP successes built on the CDC model.

### SPOTLIGHT ON PARTNERS

#### Synergy Abundant at Hispanic Leaders Convening

An enthusiastic group of Latino health leaders convened March 4-5, 2012 in San Francisco, California to provide guidance on outreach and sustainability strategies for the NIVDP. Participants generated insightful outreach recommendations to connect with migrant workers, pregnant women, and people living with chronic diseases. Partners pledged to continue promotion for vaccination uptake by pushing forward with planning health fairs for the next flu season and placing orders for CDC influenza materials "early" – well before the flu season begins. Partners also pledged to link the CDC partnership portal to their organization's website. For a summary report of the convening contact Carlos Velazquez at [cvelazquez@hmaassociates.com](mailto:cvelazquez@hmaassociates.com).



Latino leaders and health officials in San Francisco, CA.

#### New CDC Portal will Capture Partners Successes

The CDC recently launched a new website portal [www.cdc.gov/flu/partners](http://www.cdc.gov/flu/partners) so that NIVDP activities could be highlighted (including this e-newsletter). Partners are encouraged to share their successes and stories that capture their local activities. Please submit them for consideration to [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov).

#### Flu Vaccination As A Healthy Habit

Even though the flu season is coming close to an end, partners continue to urge clients and constituents to consider influenza vaccination as a necessary annual "healthy habit." Partners in Fort Lauderdale, Florida, San Francisco and Visalia, California and the Washington, DC metro area are spreading the message at grocery stores, churches, and as part of town hall meetings.



Health fair at Cesar Chavez celebration. Visalia, CA.

#### Flu Campaign Upfront And Center at NCBCP

The National Coalition on Black Civic Participation (NCBCP) held its national summit March 22-24, 2012. Six stakeholders from the NIVDP presented a workshop that highlighted the success of their influenza outreach activities in Georgia, Mississippi, Louisiana and Florida. During the summit, a health fair was organized which included health screenings and flu vaccinations. Vaccines were provided by Walgreens.

#### Campaign Stakeholder Shares Story

Sheila Tyson, Alabama campaign stakeholder, shared a story about an African American man, in his late 40's whose mother died from contracting the flu. The gentleman's mother had never had a flu vaccine nor did she encourage her children to do so. When she contracted the flu, her son caught it also. The flu triggered pneumonia in both. The man's mother died, and he almost met the same fate. The doctor told him had he and his mother been vaccinated, even if they contracted the flu, it would not have been as severe as what resulted: two grave illnesses in the family and the death of his mother. Since this occurrence, the man has been "preaching the gospel" about the importance of getting a flu vaccine.



Partner promoting healthy habits with pressure screening and flu vaccination in Cocoa Beach, FL.

Share your ideas, photos and events with us. We will feature them in upcoming issues of Influential News.

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